

Facing Fear:

Crisis Communication and Disaster Behavioral Health Satellite Conference & Live Webcast

Tuesday, November 15, 2005 • 12:00-1:30 p.m. (Central Time)

1:00-2:30 p.m. (Eastern Time) • 11:00 a.m.-12:30 p.m. (Mountain Time) • 10:00-11:30 a.m. (Pacific Time)

The fields of crisis communication and disaster behavioral health have knowledge that can be mutually beneficial when disaster strikes. In the aftermath of a disaster, effective communication with the public plays a critical role in determining whether or not the public adheres to recommendations from officials. Understanding how individuals and groups behave in emergencies allows for messaging that is more likely to be understood and acted upon. In turn, effective messages can minimize helplessness and foster resilience.

This presentation will discuss disaster mental health myths that can be expected in media coverage and which should be dispelled when possible. It will examine the ways in which psychological responses to disasters influence people's behaviors. Principles of crisis communications will also be reviewed. Finally, the areas in which communication can address psychological and behavioral responses will be covered.

Faculty:

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Program Objectives:

1. Be able to list basic assumptions about life that are violated by disasters.
2. Be able to outline factors that influence people's assessment of risk and their level of fear.
3. Be familiar with principles of crisis communication.

Conference Details:

Target Audience: Public health, healthcare, and mental health professionals, first responders and first receivers, emergency managers, leaders of volunteer and faith-based organizations that assist affected communities.

Registration: www.adph.org/alphntn **Cost:** There is no cost to view. **CEUs:** None for this program.

Satellite Technical Information: This program will be a live satellite broadcast on both Ku & C bands.

Webcast Information: Please register at www.adph.org/alphntn To view this live webcast, you will need RealPlayer or Windows Media Player. This program will also be available as an on-demand webcast beginning November 17th.

Conference Materials: Posted on our website approximately one week before the program.

Questions For Faculty: If you have questions that you want addressed during the conference, you may fax or email those questions and a response will be given during the program.

Email: alphntnquestions@adph.state.al.us or Fax: 888-737-1972.

If you have questions about any of these conference details, call 334-206-5618 or email: alphntn@adph.state.al.us

Upcoming Program: Stress Management for Non-First Responders
Monday, December 5, 2005; 12:00-1:30 p.m. (Central Time)

The South Central Center for Public Health Preparedness is a partnership of the state health departments in Alabama, Arkansas, Louisiana and Mississippi and the Schools of Public Health at UAB, UAMS and Tulane University with funding from the CDC.

alabama public health training network